



The Ad Loft 12-Point Google Ads Audit Framework

Used to recover over \$10M in wasted ad spend for Los Angeles businesses.

Ad Loft is a Los Angeles–based Google Ads and local SEO agency. We specialize in PPC audits, landing page optimization, and Google Business Profile enhancements that deliver high-converting traffic and measurable ROI.

1. Account Structure

- Clear naming conventions for campaigns & ad groups
- Segmented by match type, product/service, or geo
- Location targeting aligned with service area

2. Conversion Tracking

- Verify forms, calls, and purchases are tracked
- Google Ads conversion goals properly imported from GA4
- Tag Assistant/GTM verification setup

3. Ad Copy Performance

- CTR benchmarks by industry and match type
- Testing schedule for headlines & descriptions
- Message alignment with keywords and LPs

4. Targeting & Exclusions

- Use of negative keywords across all campaigns
- Device bid adjustments and performance insights
- Dayparting (schedule-based) bid logic

"Most accounts waste 20-60% of budget due to missing just a few of these checks."

Want us to run this audit for you?

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